



Kansas City Region Workforce Investment Area **RETAIL TRADE ANALYSIS**

Retail Pull Factors

Retail trade is the sale and distribution of merchandise to consumers through either a store location or non-store location such as internet, phone, catalog or advertising.

Retail trade is one of the key economic indicators of regional economies. The retail strength of a county is a function of customer base served, the buying power of the customer base and quality of the retail environment. Retail pull factor measures the retail sales captured by a county across Missouri.

In 2007, three counties in the Kansas City Region Workforce Investment Area had a retail trade pull factor greater than 1 indicating either a gain in customers from other counties or that residents spent more than the state average. On the contrary, two counties had a pull factor below 1 indicating residents either spent less than their state counterparts or residents purchased more goods outside their county.

Retail Trade Sectors

- Apparel and Accessories
- Automotive dealers
- Gasoline service stations
- Building materials,
- Hardware and garden supplies
- Eating and Drinking Places
- Home furniture and furnishings
- Food
- General Merchandise
- Miscellaneous retail

Retail Industry Facts

Employment

57,916

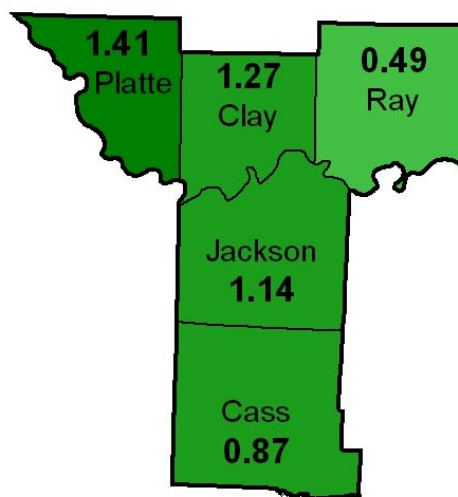
Number of Industries

2,662

Average Wage

\$24,706

2007 Retail Trade Pull Factor



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Retail trade has been particularly strong in major metropolitan counties and counties along major interstate highways. Platte County had the highest pull factor (1.41), followed by Clay (1.27) and Jackson (1.14).

Conversely, two counties lost retail customers. The counties that lost customers or spent less than the state average were located in the major metropolitan and surrounding counties. Ray County had the lowest pull factor (0.49), followed by Cass (0.87).

Platte County captured the most retail sales and gained the most retail customers, besides holding the highest market share. Overall, retail customers in Kansas City region spent more than \$9.6 billion in retail purchases in 2007, capturing more than 21% of the market share in Missouri. The retail sales pull factor rankings for the counties in Kansas City region are as follows:

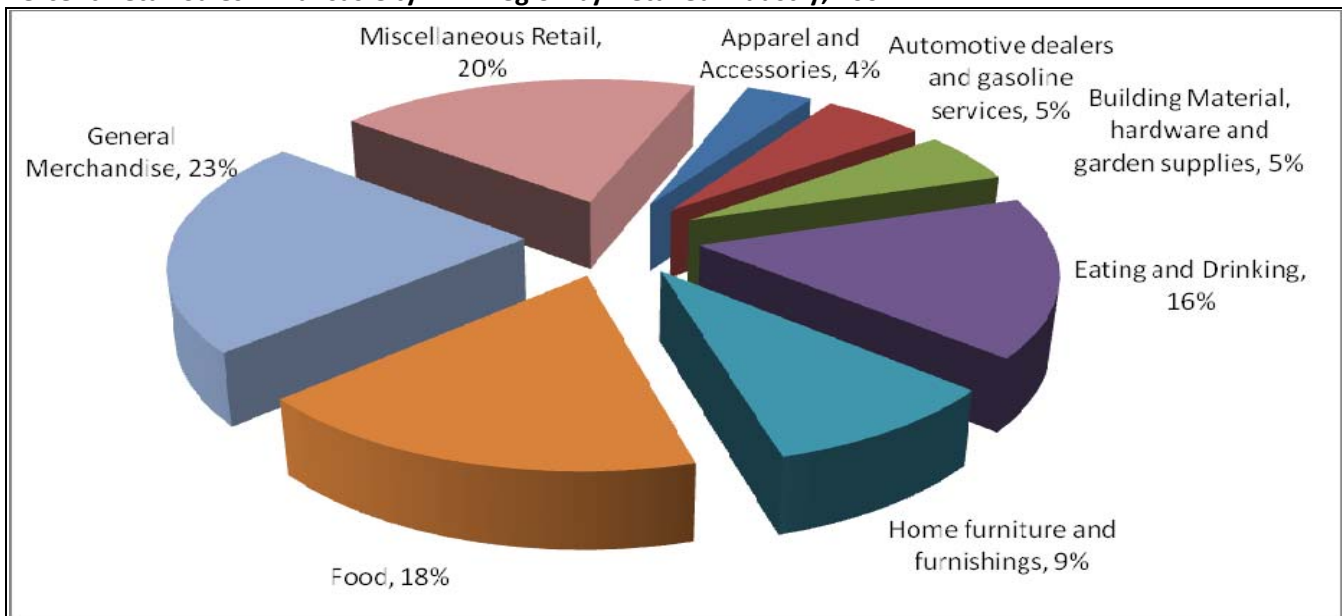
Retail Sales, Pull Factor, Trade Area Capture (TAC) and Market Share (MS) – Kansas City WIA Region, 2007

COUNTY	CTPF	TAC	MS	RETAIL SALES
PLATTE COUNTY	1.41	119,071	2.06%	928,680,567
CLAY COUNTY	1.27	266,709	4.61%	2,080,157,365
JACKSON COUNTY	1.14	755,593	13.05%	5,893,146,138
CASS COUNTY	0.87	83,325	1.44%	649,880,763
RAY COUNTY	0.49	11,236	0.19%	87,634,253
Kansas City Region WIA Total	1,235,934	21.35%	9,639,499,088	

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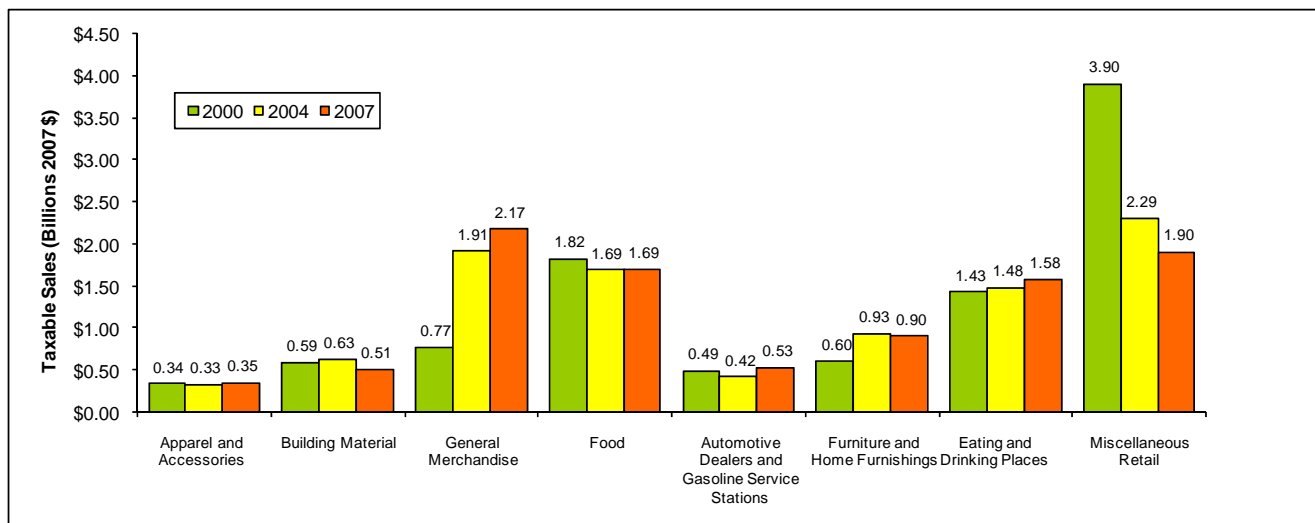
In 2007, in terms of percentage of retail sales by industry, a majority of retail sales were in the general merchandise sector (23%), followed by miscellaneous retail (20%), food (18%), eating and drinking (16%), and furniture (9%). Building materials, automotive dealers and apparel accounted for the balance of retail sales (14%) in the Kansas City region.

Percent Retail Sales in Kansas City WIA Region by Detailed Industry, 2007



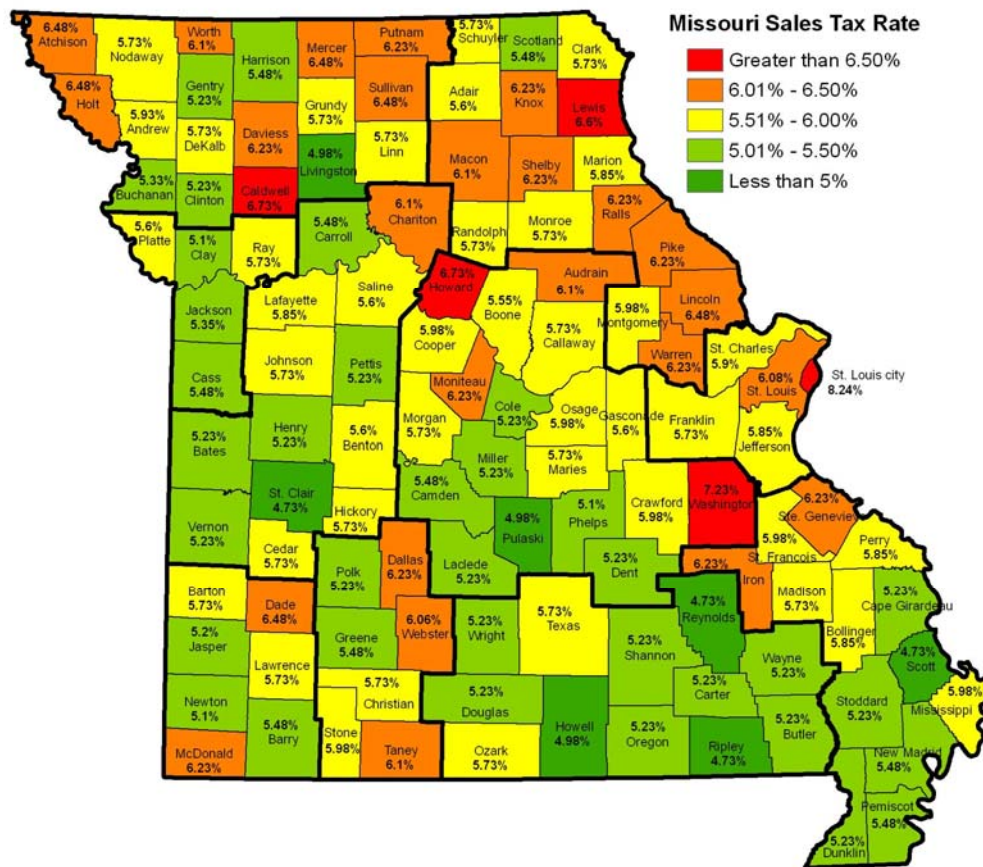
In terms of retail sales trends, the greatest increase in seven years was in general merchandise, and the steepest decline was in miscellaneous retail sectors. Consumer spending on apparel, automotive, food away from home, and furniture increased over the years. Retail expenditure on building materials and food declined.

Comparison of Taxable Sales by Detailed Industry in Kansas City WIA Region, 2000, 2004 and 2007



RETAIL TRADE ANALYSIS

Missouri Sales Tax Rates



The map above presents the combined state and county sales tax rate excluding the local sales taxes. Sales tax rates in Missouri range from 4.73% to 8.24%. Within the Kansas City region, Ray County has the highest sales tax rate (5.73%) followed by Platte (5.60%) and Cass (5.48%).

On the contrary, Clay County has the lowest sales tax rate (5.10%), followed by Jackson (5.35%).

COUNTY	SALES TAX
RAY	5.73%
PLATTE	5.60%
CASS	5.48%
JACKSON	5.35%
CLAY	5.10%

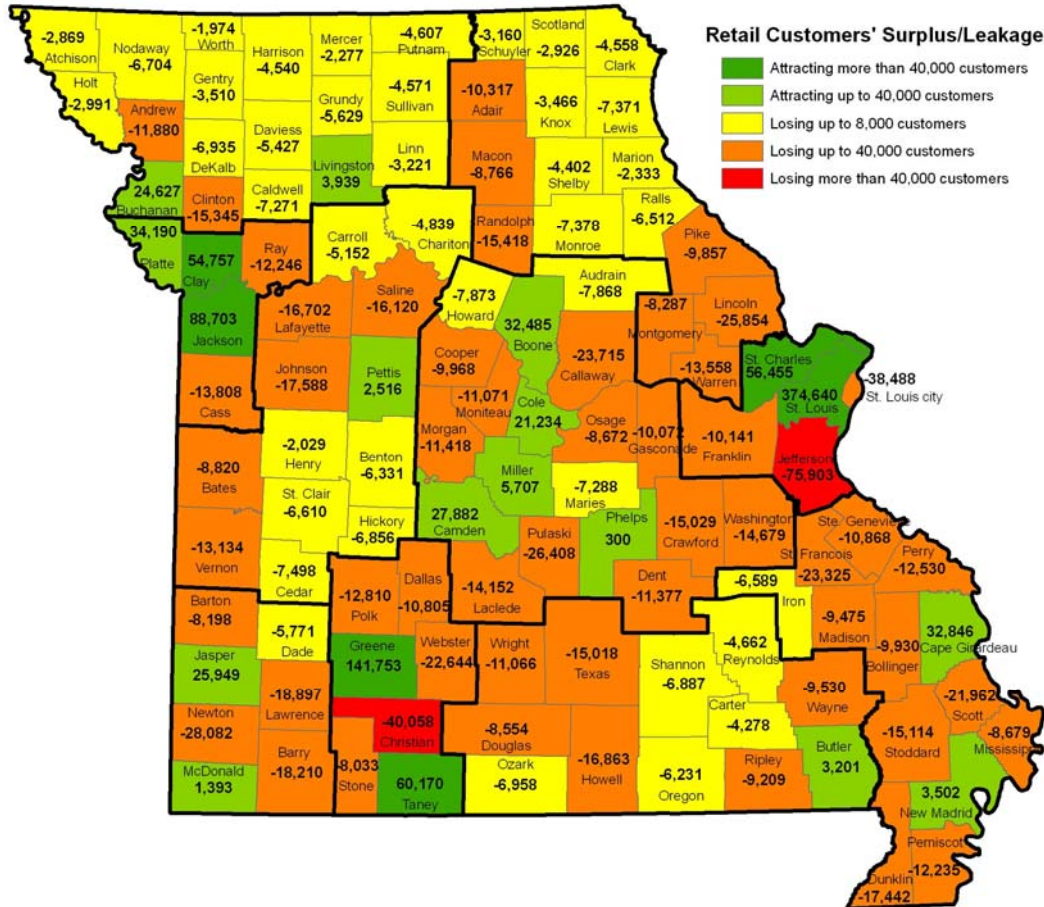
Missouri Department of Revenue – Sales Tax Rate Tables

The average sales tax rate for Missouri is 5.72%. One county in the Kansas City region has a retail sales tax rate above the state average whereas four counties have a retail sales tax rate below the state average.

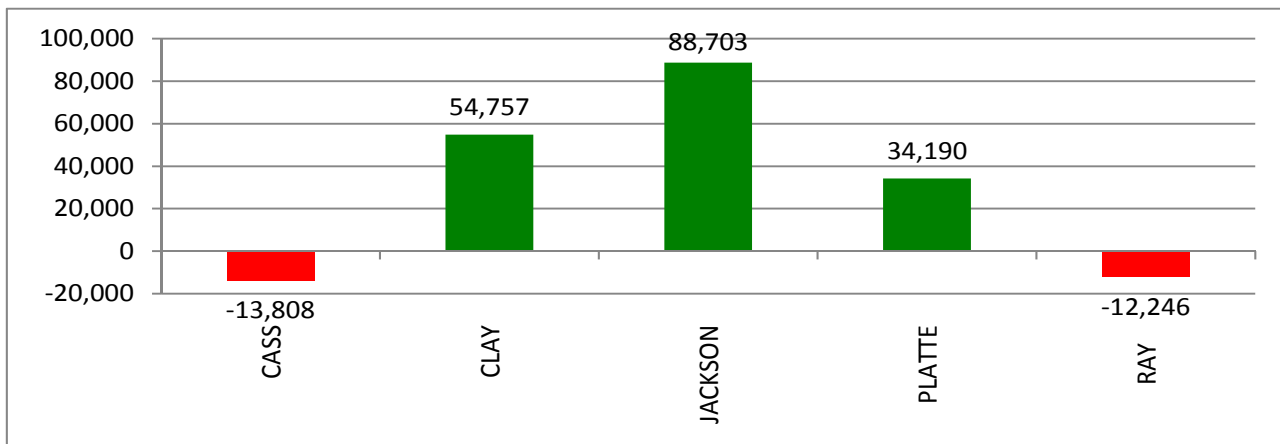
RETAIL TRADE ANALYSIS

Source: Missouri Department of Revenue – Sales Tax Rate Tables

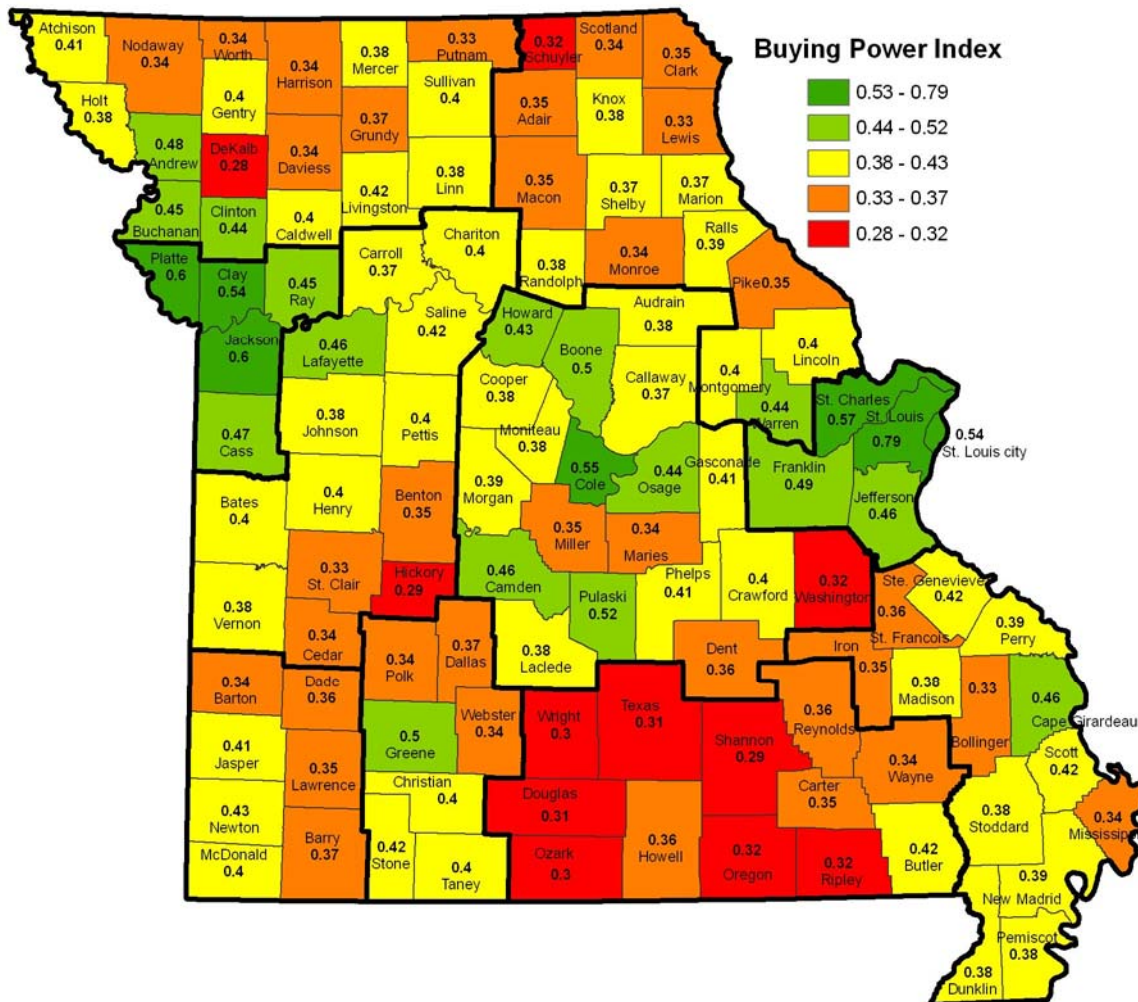
Commuting Patterns of Retail Customers



Retail customers travel across county borders to purchase goods and services. The map above illustrates the number of retail customers either coming in to a county or leaving a county for retail purchases. In the Kansas City region as shown in the graph below, Clay, Jackson and Platte displayed a net in-commuting pattern whereas Cass and Ray displayed a net out-commuting pattern.



Buying Power Index



The buying power index is a measure of the capability of the retail customers living in that county to buy retail goods. The higher the index, the greater the ability to buy retail goods and support retail activity in the region. In Kansas City region, the buying power of retail customers in Platte, Clay, Ray, Jackson and Cass is relatively higher.

The buying power index is calculated by the following equation:

$$BPI = \frac{(2 * \text{Population } \%) + (3 * \text{Retail Sales } \%) + (5 * \text{Per capita income } \%)}{10 (\text{sum of the weights})}$$

Where Population % is the percentage of county population to that of the State of Missouri.

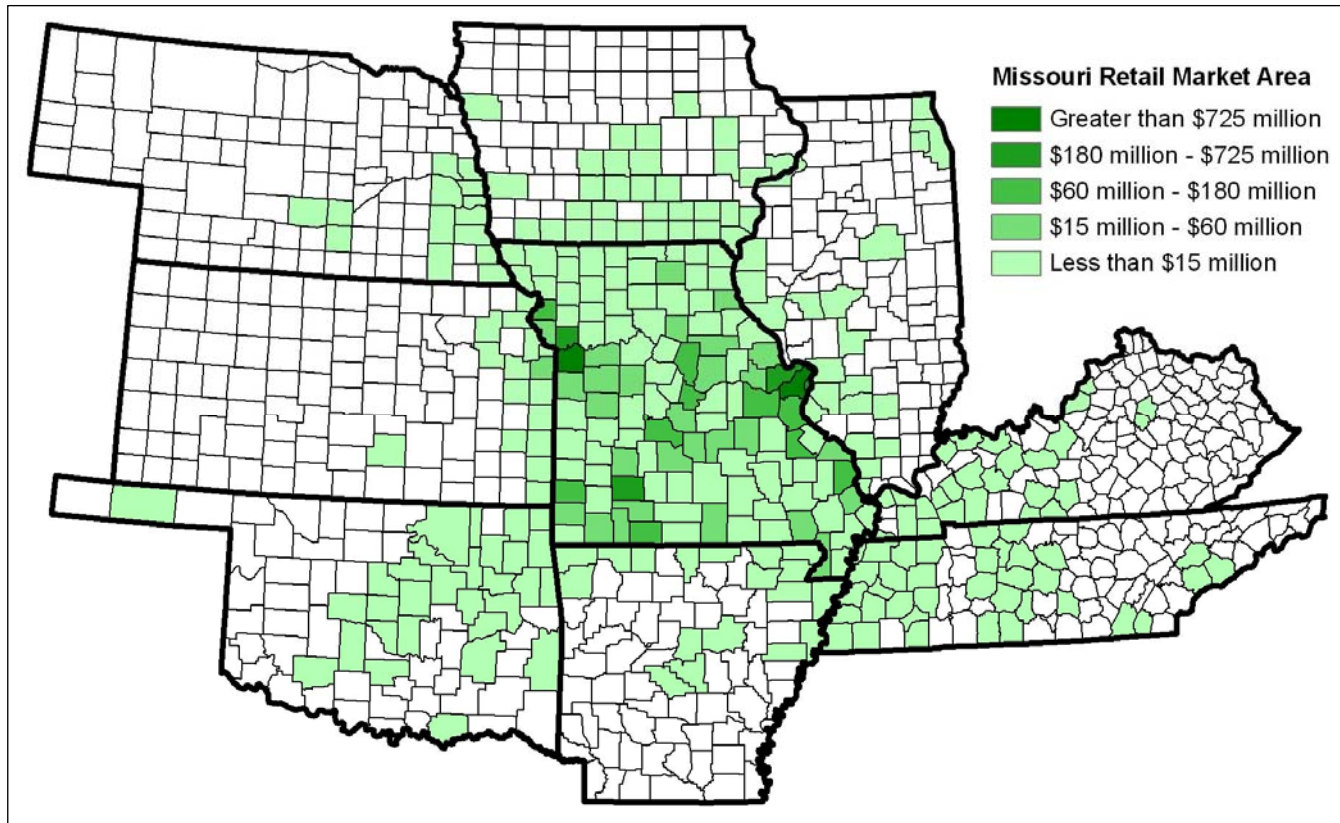
Retail Sales % is the percentage of retail sales in the county to that of the State of Missouri.

Per capita income % is the percentage of per capita income in the county to that of the State of Missouri

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Retail Market Area

Missouri Retail Market Area



Source: Minnesota IMPLAN Group, Commodity Trade Flows, 2006.

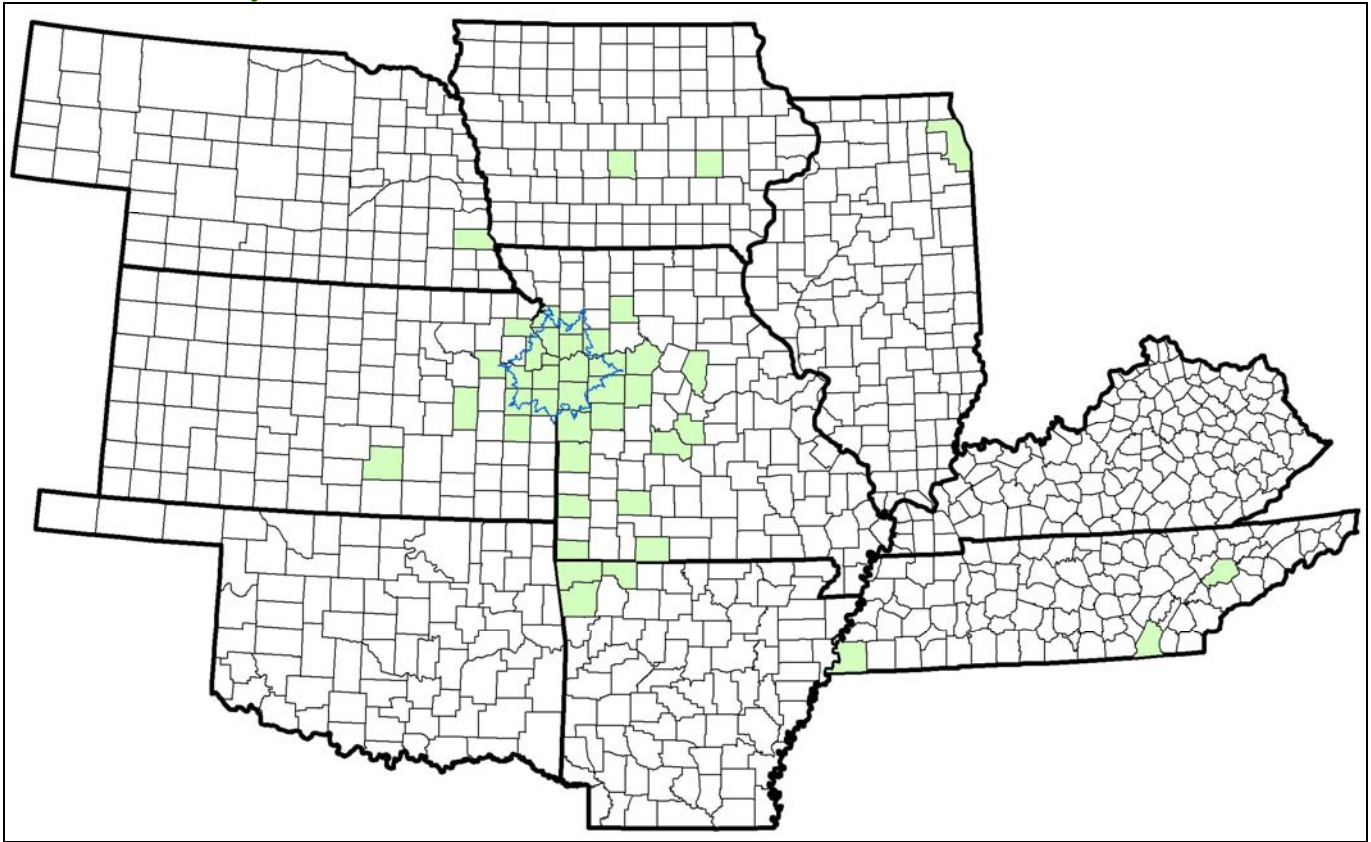
The map above shows the Missouri retail market area from which retail stores and consumers purchase apparel, furniture, general merchandise and miscellaneous retail goods.

In 2007, Missouri retail customers purchased over \$5.8 billion in apparel, furniture, general merchandise and miscellaneous retail goods. The Missouri retail market includes all of Missouri and extends to all surrounding states. The volume and value of purchases by major metropolitan areas like Kansas City, St. Louis, Springfield, and St. Joseph were relatively higher than the rest of Missouri.

While the market area for general merchandise and miscellaneous retail was relatively widespread, the market area for apparel and furniture was relatively limited.

Within the Kansas City region, a majority of Missouri retail goods were purchased by retail stores and consumers in Ray, Platte, Jackson, Cass and Clay Counties.

Jackson County Retail Market Area



Source: Minnesota IMPLAN Group, Commodity Trade Flows, 2006.

Jackson County has the highest market share and retail sales in the Kansas City region. The map above shows the retail market area for Jackson County from which retail customers and stores purchase apparel, furniture, general merchandise and miscellaneous retail goods.

In 2007, Jackson County retail customers predominantly resided in Jackson, Clay, Platte, Buchanan, Cass, Lafayette, Clinton and Cass Counties. The blue boundary indicates the local market from which customers purchase retail goods and services within an hour of driving distance from Independence.

